

Message Text

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ACTION EB-07

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R 160930Z APR 76

FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 6641

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UNCLAS SECTION 1 OF 2 SEOUL 2840

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJ: COUNTRY COMMERCIAL PROGRAM FY-78

REF: STATE 054879

SUMMARY: THIS CABLE OUTLINES INITIAL INPUTS TO FY-78 COUNTRY
COMMERCIAL PROGRAM FOR KOREA AS OUTLINED IN PARA 2 AND 9
OF REFTEL. END SUMMARY.

1. CANPAIGN ACTIVITIES:

NUMBER ONE - ENSURE MAJORITY U.S. PARTICIPATION IN DEFENSE
SYSTEM PROCUREMENT AND MILITARY CO-PRODUCTION. PRIORITY 4.
AS U.S. MILITARY AID TO KOREA PHASES OUT, THE ROKG IS
DETERMINED TO CONTINUE TO UPGRADE ITS DEFENSE CAPABILITY

THROUGH PURCHASES OF SYSTEMS AS WELL AS TO DEVELOP INDIGENOUS
CAPABILITY FOR DEFENSE PRODUCTION. A SERIES OF SEMINARS/
EQUIPMENT DISPLAYS OF LOGISTICS, COMMUNICATIONS, AND TRANSPORT
SUPPORT EQUIPMENT WILL BE STAGED. MONITORING AND REPORTING NEW
DEVELOPMENTS AND ASSISTING U.S. COMPANIES WILL BE INTENSIFIED.

NUMBER TWO- MAINTAIN HIGH PERCENTAGE SHARE OF MARKET FOR
COMPUTERS, PERIPHERAL AND BUSINESS SYSTEMS. PRIORITY 6.
THE KOREAN GOVERNMENT WILL BE IMPLEMENTING PLANS TO COMPU-
TERIZE ADMINISTRATIVE WORK THROUGHOUT NATION, PRIVATE SECTOR
DEMAND FOR EDP AND PROCESS CONTROL COMPUTERS AND SYSTEMS IS
INCREASING SUBSTANTIALLY. CAMPAIGN ACTIVITIES WILL INCLUDE
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A WASHINGTON-PROCURED JEEP AND SEVERAL BSP'S.

NUMBER THREE - CONTINUE TO PROMOTE SALES AND LICENSING OF ELECTRONIC COMPONENTS AND SALES OF ELECTRONIC PRODUCTION AND TEST EQUIPMENT. PRIORITY 7. THE ROKG IS IMPLEMENTING PLANS TO SET UP THIRTY-ONE NEW ELECTRONICS COMPONENT PLANT OPERATIONS; TOTAL KOREAN PRODUCTION OF COMPONENTS AND FINISHED BROWN GOODS IS PROGRAMMED TO INCREASE SIX-FOLD BY 1981 TO \$4.8 BILLION. CAMPAIGN ACTIVITIES WILL INCLUDE A MULTI-COMPANY BSP AND INTENSIVE INVESTMENT, LICENSING AND TRADE OPPORTUNITY REPORTING.

NUMBER FOUR - PARTICIPATE FULLY IN EXPANSION OF KOREAN HEALTH CARE SYSTEM BY PROMOTING SALES OF U.S. MEDICAL, DENTAL AND LABORATORY INSTRUMENTATION AND HOSPITAL EQUIPMENT. THE FOURTH ECONOMIC DEVELOPMENT PLAN WILL INCLUDE SUBSTANTIAL OUTLAYS FOR EXTENDED HEALTH FACILITIES. CAMPAIGN ACTIVITIES WILL INCLUDE SEVERAL BSP'S.

NUMBER FIVE - INCREASE PARTICIPATION IN KOREAN PURCHASES OF CONSTRUCTION AND MINING EQUIPMENT AND ADVANCED BUILDING MATERIALS. PRIORITY 10. KOREAN OVERSEAS CONSTRUCTION OPERATIONS ARE AN IMPORTANT NEW MARKET OPPORTUNITY FOR U.S. EQUIPMENT WHILE INCREASED MODERNIZATION OF INDIGENOUS MINING OPERATIONS AND ADOPTION OF MODERN BUILDING TECHNIQUES WILL ENHANCE SALES OF MINING EQUIPMENT AND BUILDING MATERIALS. CAMPAIGN ACTIVITIES INCLUDE ALCONSTRUCTION TECHNIQUES TECHNICAL SEMINAR AND LOCAL BSP'S.

NUMBERSIX - IMPROVE ON POOR SALES PERFORMANCE FOR U.S. PRINTING AND GRAPHIC ARTS EQUIPMENT IN KOREA. GENERAL EXPANSION OF THE KOREAN PRINTING INDUSTRY WILL OFFER ADDED SALES OPPORTUNITIES IF MORE AGGRESSIVE MERCHANDISING IS PURSUED BY U.S. FIRMS. CAMPAIGN ACTIVITIES INCLUDE A TECHNICAL SEMINAR CUM MULTIFIRM BSP.

2. NON CAMPAIGN ACTIVITIES:

NUMBER ONE - TRADE CENTER EVENT SUPPORT. PRIORITY 1
JUSTIFICATION: THE STATE DEPARTMENT FUNDED TRADE PROMOTION FACILITY OFFERS OPPORTUNITIES FOR INNOVATIVE SUPPORT OF
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ALL CCP CAMPAIGNS THROUGH PRODUCT MARKETING SERVICES, BETWEEN SHOW PROMOTIONS, TRADE MISSIONS, TECHNICAL SEMINARS, CATALOG SHOWS AND GENERAL FACILITATIVE SUPPORT TO U.S. BUSINESSES.

NUMBER TWO - DEVELOP INFORMATION ABOUT AND ASSIST U.S. BUSINESSES TO OBTAIN PARTICIPATION IN KOREAN MAJOR PROJECTS. PRIORITY 2. JUSTIFICATION: ROK CONTINUES TO EMPHASIZE THE

DEVELOPMENT OF HEAVY AND CHEMICAL INDUSTRY PROJECTS AND NEW TECHNOLOGY WHICH PROVIDES UNLIMITED OPPORTUNITIES FOR US PARTICIPATION.

NUMBER THREE - DEVELOP AND PRODUCE IN-HOUSE AND INDIGINOUS MARKET RESEARCH. PRIORITY 3. JUSTIFICATION: THE RAPID GROWTH AND TECHNICAL DEVELOPMENT OF THE KOREAN ECONOMY MAKES MANDATORY SUPPORT OF US BUSINESS WITH ADEQUATE MARKET INFORMATION.

NUMBER FOUR - PROMOTE US INVESTMENT. PRIORITY 5. JUSTIFICATION: THE LACKOF SUFFICIENT INTERNAL CAPITAL AND A FAVORABLE INVESTMENT CLIMATE PRESENTS PARTICIPATION OPPORTUNITIES TO US INVESTORS.

NUMBER FIVE - ENCOURAGE LOWERING ON KOREAN IMPORT BARRIERS. PRIORITY O. JUSTIFICATION: AS THE KOREAN ECONOMY BECOMES MORE INDUSTRIALIZED, OPPORTUNITIES WILL INCREASE FOR US EXPORTS PROVIDING KOREAN TRADE BARRIERS ARE LIBERALIZED.

NUMBER SIX - CONTINIE TO EXTEND COMMERCIAL PRESENCE OUTSIDE SEOUL. PRIORITY 12. JUSTIFICATION: THE CONTINUING DEVELOPMENT OF INDUSTRIAL PARKS AND THE ROK POLICY OF DECENTRALIZATION OF BUSINESS WILL CONTINUE TO PRESENT OPPO-RTUNWTIES FOR US BUSINESS AND INVESTMEN.

NUMBER SEVEN - IMPROVE LIAISON WITH KOREAN BUSINESS COMMUNITY. PRIORITY 13. JUSTIFICATION: AS KOREA BECOMES MORE ECONOMICALLY INDEPEN ENT AND THIRD COUNTRIES INCREASE THEIR ACTIVITIES IN KOREA, PERSONAL RELATIONSHIPS WITH KOREAN TRADE GROUPS AND BUSINESSMEN WILL BECOME MORE IMPORTANT.

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NUMBER EIGHT - ENAHANCE AND EXPAND THE COMMERCIAL LIBRARIES IN SEOUL, PUSAN AND AT USIS CULTURE CENTERS. RIORITY 14. JUSTIFICATION: AS KOREAN INDUSTRY BECOMES MORE SOPHISTICATED, THE NEED FOR TECHNICAL REFERENCE MATERIAL WILL CONTINUE TO GROW.

3. RESOURCE SUMMARY TOTAL, SECTION V,

TABLE TWO (A), MAN DAYS:
PROFESSIONALS - CAMPAIGN

FSO/R - 150

FSL/P - 240

PROFESSIONAL - NON CAMPAGIN

FSO - 840

FSL/P - 860
PERCENT OF TOTAL - 100
CLERICAL - CAMPAIGN
FSS - 35
FSL/C - 80
CLERICAL NON CAMPAIGN
FSS - 185
FSL/C - 360

PERCENT OF TOTAL 100
SNEIDER

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TO SECSTATE WASHDC 6642
INFO USDOC WASHDC

UNCLAS SECTION 2 OF 2 SEOUL 2840

E.O. 11652: N/A
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4. RESOURCE SUMMARY TOTAL, SECTION V, TABLE TWO (B),
FINANCIAL:

CAMPAIGNS
TRAVEL 2,500 DOLLARS
REPRESENTATION 750 DOLLARS
CONTRACT SERVICES ZERO DOLLARS
MISC 860 DOLLARS
PERCENT OF TOTAL 100

NON CAMPAIGNS
TRAVEL 5,750 DOLLARS
REPRESENTATION 3,275 DOLLARS
CONTRACT SERVICES 6,500 DOLLARS

MISC. 15,000 DOLLARS
PERCENT OF TOTAL 100 DOLLARS
PERCENT OF TOTAL RESOURCES 100
SNEIDERK

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Disposition Event:
Disposition History: n/a
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